

**Amendments to the Claims:**

1.-35. (Canceled)

36. (New) Method of sending a call relevance flag with a call for use in alerting a called party, the method comprising:  
selecting, by a calling party, at least one call relevance flag for use in alerting a called party of a phone call,  
setting up a voice connection to a called party phone, and  
transmitting said at least one call relevance flag to the called party phone during the setting up of the voice connection, such that the call relevance flag can be used for selecting a manner of alerting the called party of the phone call provided over the voice connection.

37. (New) Method according to claim 36, wherein the flag is transmitted during a signaling phase for setting up the connection.

38. (New) Method according to claim 36, wherein one call relevance flag is a flag indicating a priority of the call according to the calling party.

39. (New) Method according to claim 38, wherein the priority is a priority in a group including low priority, normal priority and high priority.

40. (New) Method according to claim 36, wherein one call relevance flag is a flag indicating a mood of the calling party.

41. (New) Method according to claim 40, wherein the mood is a mood in a group including angry, sad, happy, content, nervous, anxious and scared.

42. (New) Method according to claim 36, further comprising:  
selecting at least one media object for use in alerting the called party, and  
transmitting the at least one media object to the called party phone during the setting up of the voice connection, such that the called party can use the media object when being alerted about the phone call provided over the connection.
43. (New) Portable communication device for sending a call relevance flag with a call for use in alerting a called party, the portable communication device comprising:  
a control unit arranged to receive a selection by a user of at least one call relevance flag to be used in selecting a manner of alerting a called party of a phone call, and  
a communication unit arranged to set up a voice connection to a called party phone, and transmit the call relevance flag to the called party phone during the setting up of the voice connection.
44. (New) Portable communication device according to claim 43, wherein the communication unit is arranged to transmit the call relevance flag during a signaling phase for setting up the connection.
45. (New) Portable communication device according to claim 43, wherein one call relevance flag is a flag indicating a priority of the call according to the user.
46. (New) Portable communication device according to claim 45, wherein the priority is a priority in a group including low priority, normal priority and high priority.
47. (New) Portable communication device according to claim 43, wherein one call relevance flag is a flag indicating a mood of the user.
48. (New) Portable communication device according to claim 47, wherein the mood is a mood in a group including angry, sad, happy, content, nervous, anxious and scared.

49. (New) Portable communication device according to claim 43, wherein the control unit is further arranged to select at least one media object for use in alerting a called party of a phone call and provide the media object for transmission to a called party phone and the communication unit is arranged to transmit the media object to the called party phone during the setting up of the voice connection.
50. (New) Portable communication device according to claim 43, wherein the portable communication device includes a cellular phone.
51. (New) A computer program product comprising a computer readable medium, having thereon computer program code means, to make a portable communication device perform, when said program is loaded in the portable communication device, a method comprising:  
selecting at least one call relevance flag for use in alerting a called party of a phone call,  
requesting a setting up of a voice connection to a called party phone, and  
transmitting said at least one call relevance flag to the called party phone during the setting up of the voice connection, the call relevance flag being used for selecting a manner of alerting the called party of the phone call provided over the voice connection.
52. (New) A computer program element comprising:  
computer program code means to make a portable communication device perform, when said program element is loaded in the portable communication device, a method comprising:  
selecting at least one call relevance flag for use in alerting a called party of a phone call, and  
at least order the setting up a voice connection to a called party phone and  
transmission of said at least one call relevance flag to the called party phone during the setting up of the voice connection, such that the call relevance flag can be used for

selecting a manner of alerting the called party of the phone call provided over the voice connection.

53. (New) Method of using a call relevance flag received in relation to a call, the method comprising:

receiving a call relevance flag from a calling party phone during a set up of a voice connection,

selecting a manner of alerting a called party based on the call relevance flag, and alerting the called party about the call in the selected manner.

54. (New) Method according to claim 53, wherein the call relevance flag is received during a signaling phase for setting up the connection.

55. (New) Method according to claim 53, wherein the selecting comprises:

selecting at least one media object corresponding to the call relevance flag, and wherein the alerting comprises:

using the media object for alerting the called party.

56. (New) Method according to claim 55, wherein said at least one media object includes a ring tone and

wherein the alerting comprises using the ring tone for alerting the called party.

57. (New) Method according to claim 55, wherein said at least one media object includes a piece of text and

wherein the alerting comprises displaying that text when alerting the called party.

58. (New) Method according to claim 55, wherein said at least one media object includes an image and

wherein the alerting comprises displaying the image when alerting the called party.

59. (New) Method according to claim 53, wherein one call relevance flag is a flag indicating a priority of the call according to a calling party.
60. (New) Method according to claim 53, wherein one call relevance flag is a flag indicating a mood of a calling party.
61. (New) Method according to claim 53, wherein the receiving comprises:  
receiving a media object from the calling party phone during the set up of the voice connection and  
wherein the method further comprises:  
alerting the called party using the media object.
62. (New) Portable communication device for using a call relevance flag received in relation to a call, the portable communication device comprising:  
a communication unit arranged to receive a call relevance flag from a calling party phone during a set up of a voice connection,  
a control unit arranged to select a manner of alerting a called party based on the call relevance flag, and  
at least one alerting unit arranged to alert the called party in the selected manner of a call being made via the voice connection.
63. (New) Portable communication device according to claim 62, wherein the communication unit is arranged to receive the call relevance flag during a signaling phase for setting up the voice connection.
64. (New) Portable communication unit according to claim 62, wherein the control unit, when selecting, is arranged to select at least one media object corresponding to the call relevance flag and  
wherein the at least one alerting unit alerts the called party using the media object.

65. (New) Portable communication unit according to claim 64, wherein the alerting unit includes a display, a vibrator, a speaker, an earphone or a microphone.
66. (New) Portable communication device according to claim 64, wherein said at least one media object includes a piece of text, and wherein the at least one alerting unit includes a display that is arranged to display the text when alerting the called party.
67. (New) Portable communication device according to claim 64, wherein said at least one media object includes an image, and wherein the at least one alerting unit includes a display that is arranged to display the image when alerting the called party.
68. (New) Portable communication device according to claim 64, wherein said at least one media object includes a ring tone, and wherein the at least one alerting unit comprises a speaker and a ring tone generating unit arranged to use the ring tone for alerting the called party.
69. (New) Portable communication device according to claim 62, wherein one call relevance flag is a flag indicating a priority of the call according to a calling party.
70. (New) Portable communication device according to claim 62, wherein one call relevance flag is a flag indicating a mood of a calling party.
71. (New) Portable communication device according to claim 62, wherein the communication unit is further arranged to receive a media object from the calling party phone during the set up of a voice connection and the at least one alerting unit is

further arranged to alert the called party of a call being made via the voice connection using the received media object.

72. (New) Portable communication device according to claim 62, wherein the portable communication device includes a cellular phone.
73. (New) A computer program product comprising a computer readable medium, having thereon computer program code means, to make a portable communication device perform, when said program is loaded in the portable communication device, a method comprising:
- receiving a call relevance flag from a calling party phone during a set up of a voice connection,
  - selecting a manner of alerting a called party of the call based on the call relevance flag, and
  - alerting the called party about the call in the selected manner.
74. (New) A computer program element comprising:
- computer program code means to make a portable communication device perform, when said program element is loaded in the portable communication device, a method comprising:
  - receiving a call relevance flag from a calling party phone during a set up of a voice connection,
  - selecting manner of alerting a called party of a call based on the call relevance flag, and
  - alerting the called party about the call in the selected manner.